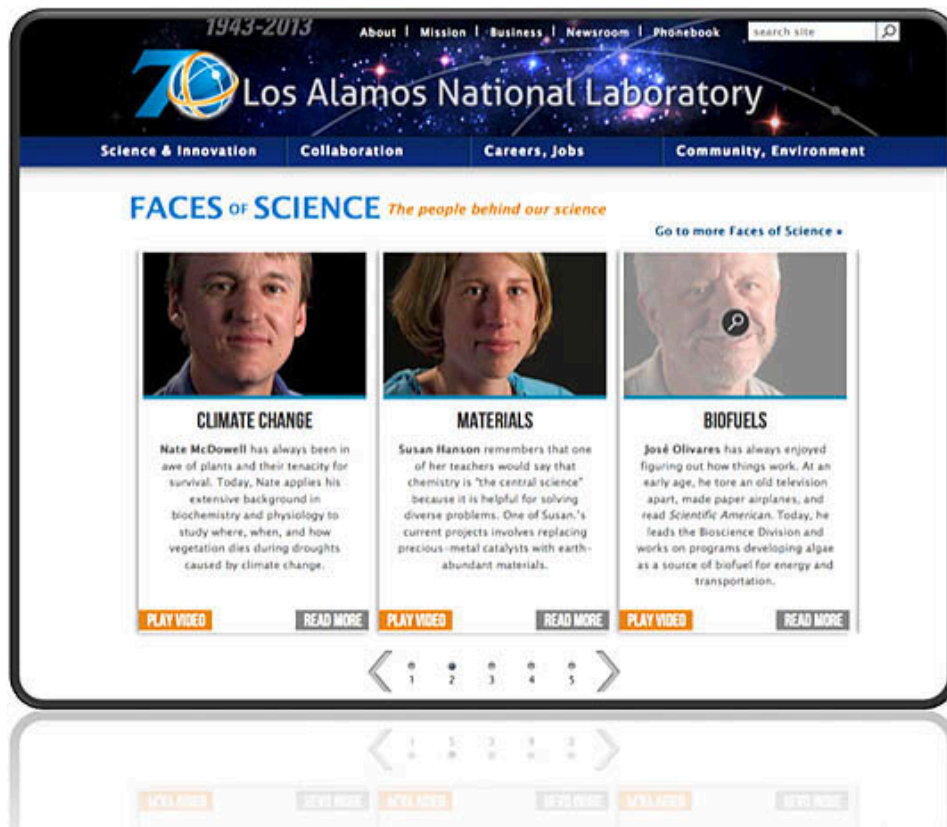

STC Summit Award

April 12, 2012



Los Alamos' website receives The Society for Technical Communication (STC) International Summit Award for distinguished technical communications

[The Society for Technical Communication](#) (STC) presented Los Alamos National Laboratory with a 2013 Distinguished Technical Communications award, stating the website "is clearly superior in all areas... an outstanding example of technical communication principles."

Interactivity was cited as a key ingredient of success: "The multimedia portions are masterful. All are interesting, some are riveting. They totally enhance the material."

The website is reviewed and tested regularly for usability, accessibility, and best practices for the web to improve the user experience and meet audience expectations.

Judges' comments: meets highest expectations for design, audience engagement, and usability

"Given the challenge of trying to reach both the general public and industry peers without appearing to condescend, the website mostly strikes the right balance. The site

tells the story of Los Alamos well, uses an array of media (the videos are especially effective), and invites readers to support the lab's work in a number of ways.

Engagement

"The redesign must have been a huge undertaking and was most successful! The new website contains a massive amount of information that is accessible to scientists and the general public. It can be used for research or for hours of enjoyment browsing high-quality information."

Usability

"Overall, I think this is an excellent example of a very complex site that works well for its intended users. Kudos to the team that created it; very effective and engaging! I plan to use it as a positive example in the web design courses I teach."

Design

"Really strong design overall."

Site organization

"This is a very well-organized site. The homepage offers a widerange of representative examples of the work the lab does, and each feature of the site includes a diverse range of supporting materials like related articles and videos."

"The website does a great job of organizing a large amount of information for a broad spectrum of users."

Interactivity

"The multimedia portions are masterful. All are interesting, some are riveting. They totally enhance the material."

"I like the fact that the videos are placed strategically at the places website visitors are most likely to respond to them; such as in the Our People section, where profiles of employees and their work segues into links discussing career and internship opportunities."

"The video clips in particular are very informative and engaging. Viewing one makes you want to see more!"

Navigation

"Navigation schema work really well; primary and secondary navigation structures are intuitive and easy to use."

Best practice/industry standards

"The implementation of this site is really effective and ties into best practices for this medium."

Accessibility

"Accessibility checkers report few errors; the site is very accessible overall."

"The website is usable from a variety of platforms."

"The videos allow the user to turn on captions. Translations also appear to be available."

Writing

"There is a ton of content on this site but every page I reviewed was well-designed and well-written."

Operated by Los Alamos National Security, LLC for the Department of Energy's NNSA